

COMMONWEALTH OF KENTUCKY
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

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|--|---|-----------------|
| CINCINNATI BELL TELEPHONE COMPANY'S |) | |
| PETITION FOR CONFIDENTIAL TREATMENT |) | |
| OF DATA SUBMITTED IN SUPPORT OF A |) | |
| SPECIAL PROMOTION INVOLVING THE |) | CASE NO. 96-294 |
| INITIAL CHARGE TO ESTABLISH ADDITIONAL |) | |
| RESIDENCE AND NONRESIDENCE ACCESS |) | |
| LINES |) | |

O R D E R

This matter arising upon petition of Cincinnati Bell Telephone Company ("CBT"), filed June 25, 1996, pursuant to 807 KAR 5:001, Section 7, for confidential protection of the revenue, expenses, and contribution amounts associated with a proposed promotion involving the initial charge for additional residence and non-residence access lines on the grounds that disclosure of the information is likely to cause CBT competitive injury, and it appearing to this Commission as follows:

CBT has proposed a special promotion involving the initial charge to establish additional residence and non-residence access lines. In response to a Commission request for additional information, CBT has furnished the revenue, expenses, and contribution associated with the proposal. By this petition, CBT seeks to protect that information as confidential.

The information sought to be protected is not known outside of CBT and is known only to those employees of CBT who have a business need to know and act upon the

information. CBT seeks to protect the confidentiality of the information through all appropriate means including the maintenance of proper security at its offices.


The technology to offer additional access lines, or the functional equivalent, is currently available to CBT's competitors. Disclosure of the information sought to be protected would enable these competitors to determine CBT marketing, demand and cost information which they could use to plan market entry strategies to the detriment of CBT. Therefore, the information should be protected as confidential.


This Commission being otherwise sufficiently advised,

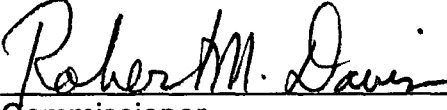
IT IS ORDERED that the revenue, expenses, and contribution amounts provided in connection with CBT's proposed promotion involving the initial charge for additional residence and non-residence service access lines, which CBT has petitioned to be withheld from public disclosure, shall be held and retained by this Commission as confidential and shall not be open for public inspection.

Done at Frankfort, Kentucky, this 15th day of July, 1996.

PUBLIC SERVICE COMMISSION


Chairman


Vice Chairman


Commissioner

ATTEST:


Executive Director